

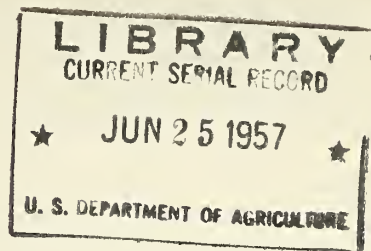
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# Consumer Purchases of Selected FRUITS AND JUICES



in MARCH



UNITED STATES DEPARTMENT OF AGRICULTURE  
AGRICULTURAL MARKETING SERVICE

WASHINGTON 25, D. C.

CPFJ - 43

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Agriculture - Washington

## PREFACE

This report presents estimated total household consumer purchases of fresh citrus fruits, canned juices, and frozen concentrated juices and ades. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 6,000 household consumers.

A committee of the Florida industry working with representatives of the Department and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on past experience, and comparison with packers' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in an over-estimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES  
IN MARCH 1957

The data in this report represent estimated total purchases by household consumers only and do not include those by hotels, restaurants, hospitals, or other institutional outlets. Data for single months are for 4-week periods (28 days) only, in order to permit comparisons between periods of equal length.

SUMMARY

The proportion of U. S. families purchasing fresh citrus fruit, citrus juices, and ades during March 1957 was generally lower than in March 1956. However, due to increases in the average quantity purchased by those buying, total purchases of frozen concentrated orange juice and lemonade and canned single-strength orangeade and lemon juice were larger than in March 1956. Fresh citrus fruit as well as canned single-strength orange and grapefruit juices were bought in smaller volume than in March 1956.

Prices paid by householders for fresh citrus fruits and canned single-strength citrus juices during March 1957 generally were unchanged or higher than a year earlier. Lower prices, however, prevailed for frozen concentrated orange juice and lemonade and canned single-strength orangeade.

Both canned single-strength tomato and prune juices, the only non-citrus items for which data are obtained, were purchased in larger volume during March 1957 than in March 1956.

Frozen juices, refrigerated juices and ades: U. S. householders purchased 5.1 million gallons of frozen concentrated orange juice in March 1957, 5 percent more than in March 1956. The increase resulted from families purchasing larger average quantities; the proportion of families buying during the month was down. Prices paid were nearly 1 cent per 6-ounce can lower (table 1).

Cumulative monthly purchases of frozen concentrated orange juice during the first half of the 1956-57 crop season, October 1956-March 1957, were slightly ahead of the same period a year earlier (fig. 4).

About 84,000 gallons of frozen concentrated grapefruit juice were purchased by consumers during March 1957, a slightly larger volume than in the preceding month. The increase reflected a larger average monthly purchase volume per buying family. Prices paid were down fractionally from the preceding month. Data are not available for a year earlier.

Household consumers purchased about 630,000 gallons of frozen concentrated juices other than orange during March 1957, compared with 650,000 gallons purchased in March, a year earlier (table 1).

Householders purchased 1.8 million gallons of chilled orange juice in March 1957, 9 percent more than in February and 57 percent more than in

October 1956, when reporting was begun on this product. These increases were primarily due to larger average purchases per buying family. Prices paid were down more than 1 cent per quart from October 1956 (table 1).

About 450,000 cases (equivalent No. 2's) of canned single-strength orangeade were purchased by householders in March 1957, about a 10 percent increase over the preceding month and 14 percent more than in March 1956 (fig. 5). The proportion of families buying the product was slightly smaller than in March a year earlier, but the average quantity purchased per buying family was 25 percent greater. Prices paid during March 1957 were 1 cent lower per 46-ounce can than in March 1956 (table 1).

Household consumers bought about 280,000 gallons of frozen concentrated lemonade in March 1957, an increase of almost 75 percent over the preceding month and 58 percent more than in March 1956 (fig. 5). The larger volume of purchases resulted from increases in both the proportion of families buying and in the average quantity bought per buying family. Prices paid per 6-ounce can decreased 1.3 cents from March 1956 (table 1).

Too few purchases of frozen concentrated orangeade, and shelf-pack concentrate for orangeade and lemonade were reported by householders in March 1957 to permit an analysis of the data.

Canned juices and fruit: About 1 million cases (equivalent No. 2's) of single-strength orange juice were bought by household consumers in March 1957. This was about 4 percent more than in February, but 3 percent less than in March 1956 (fig. 6). The decline was due to decreases in both the proportion of families buying, and in the average quantity bought per family. Prices paid were about 1 cent per 46-ounce can higher than in March 1956. Cumulative monthly purchases of single-strength orange juice for October 1956-March 1957 were nearly 17 percent lower than in the corresponding period a year earlier.

Consumers purchased about 800,000 cases (equivalent No. 2's) of single-strength grapefruit juice during March 1957, or 15 percent less than in February 1957 and 28 percent less than purchased in March 1956. The reduction from a year earlier resulted from a decline from 9.1 to 7.3 percent in the proportion of families buying and a 15 percent decrease in the average quantity bought per family. Prices paid averaged 28.1 cents per 46-ounce can, 3.3 cents higher than in March a year earlier (table 2). Cumulative monthly purchases during the 6-months period, October 1956-March 1957, were 14 percent below the corresponding period a year earlier (fig. 6).

Household purchases of single-strength lemon juice were about 20 percent greater in March 1957 than in March 1956. The larger volume of purchases reflected an increase in the proportion of families buying as the average quantity purchased per family was smaller than in March 1956.

Consumers purchased 724,000 cases of prune juice in March 1957, the largest monthly volume of purchases since reporting on this product began in January 1949. Purchases were up almost 7 percent from both the preceding month and from March a year earlier, as a result of increases in both proportion of U. S. families buying and in the average quantity bought by a buying family.

Tomato juice purchases totaled more than 2 million cases (equivalent No. 2's) in March 1957, a 13 percent increase over the preceding month and 22 percent more than in March 1956. The greater volume of purchases was primarily due to a substantial increase in the average quantity bought per buying family. Prices paid were down nearly 1 cent per 46-ounce can from March 1956.

Consumer purchases of other single-strength juices not individually reported amounted to 3.3 million cases in March 1957 compared to 2.9 million cases in March a year earlier. These juices comprised 42 percent of total purchases of single-strength items in March 1957 and 39 percent of the total in March 1956.

Householders purchased 250,000 cases (equivalent No. 2's --480 ounces per case) of canned grapefruit sections in March 1957, compared to 260,000 cases in the preceding month. Data are not available for a year earlier. The percentage of U. S. families buying was down but the average quantity bought per family increased (table 2).

Fresh fruit: Household consumers purchased about 2.9 million boxes of oranges in March 1957--a slightly smaller volume than in the preceding month and 8 percent less than in March a year earlier (fig. 7). The lower volume of purchases was due to a decrease in the proportion of families buying as the average quantity purchased per buying family was slightly larger than in March 1956. Prices paid for oranges were almost the same as in March 1956 (table 3).

Purchases of California-Arizona oranges during March 1957 were down 19 percent from a year earlier and purchases of Florida oranges were 8 percent lower. Purchases of oranges unidentified as to origin and oranges from other producing areas, however, were up 20 percent from March 1956. Cumulative monthly purchases of oranges during the first half of the 1956-57 crop season, October 1956-March 1957, were down 10 percent or 1.6 million boxes from the same period a year earlier (fig. 8).

About 2.4 million boxes of grapefruit were purchased by household consumers during March 1957--practically the same quantity as purchased in the preceding month, but about 6 percent less than in March 1956 (fig. 7).

The proportion of families buying grapefruit dropped from about 33 percent in March 1956 to 31 percent in March 1957. The downward effect of this drop in proportion of families buying, however, was partially offset by slightly larger average purchases of grapefruit by those buying. Prices

paid increased 2.7 cents per dozen from March a year earlier. Cumulative monthly purchases of grapefruit during October 1956-March 1957 were 13 percent behind the corresponding period a year earlier (table 3).

About 240,000 boxes of lemons were purchased by consumers during March 1957, slightly more than in the preceding month but 8 percent less than in March a year earlier (fig. 7). The proportion of families buying lemons decreased from 19.8 percent in March 1956 to 17.8 percent in March 1957, but the average quantity purchased per family was up slightly. Prices paid advanced 1.6 cents per dozen from a year earlier. Cumulative monthly purchases during October 1956-March 1957 were almost identical with those in the corresponding period a year earlier (table 3).

Consumer purchases of tangerines were down sharply from both the preceding month and the corresponding month a year earlier. Cumulative monthly purchases during November 1956-March 1957 amounted to about 2.9 million boxes compared to 3 million boxes in the corresponding period a year earlier (table 3).

Table 1.--Frozen juices, refrigerated juices, and ades: U. S. total consumer purchases and average price, March 1957 and 1956 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
					Purchases		Quantity per purchase				
	1957	1956	1957	1956	1957	1956	1957	1956		1957	1956
	Percent	Percent	1,000 gallons	1,000 gallons	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Frozen concentrated juices											
Orange.....	27.7	29.0	5,132	4,903	2.2	2.2	21.6	19.8	6	15.9	16.8
Grapefruit.....	1/	2/	1/	2/	1/	2/	1/	2/	6	1/	2/
Other concentrates.....	3/	3/	549	652	3/	3/	3/	15.5	6	17.9	14.9
Total.....	29.6	31.1	4/5,765	5,555	2.4	2.5	20.5	18.9			
Refrigerated juice											
Chilled orange juice.....	3.4	2/	1,794	2/	3.5	2/	38.1	2/	5/	35.5	2/
Concentrated ades											
Frozen											
Lemonade.....	2.8	2.2	280	177	1.4	1.5	17.8	14.7	6	13.4	14.7
Shelf-pack											
Orangeade.....	1/	1.2	1/	137	1/	1.6	1/	17.8	6	1/	16.5
Single-strength ade											
Canned orangeade.....	3.2	3.5	450	393	1.7	1.6	73.0	61.8	46	27.0	28.0

1/ Too few purchases reported for analysis.

2/ Data not obtained for this period.

3/ Information not available.

4/ Includes small purchases of frozen concentrated grapefruit juice.

5/ Per equivalent quart.

Table 2.--Canned fruit and single-strength juices: U. S. total consumer purchases and average price, March 1957 and 1956 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
	1957	1956	1957	1956	Purchases		Quantity per purchase			1957	1956
					1957	1956	1957	1956			
	Percent	Percent	1,000 cases	1,000 cases	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Canned fruit											
Grapefruit sections.....	4.6	2/	169	2/	1.5	2/	35.5	2/	3/16	23.2	2/
Canned juices											
Orange.....	9.1	9.6	993	1,021	1.7	1.7	54.6	55.2	46	34.4	33.5
Grapefruit.....	7.3	9.1	797	1,114	1.5	1.6	61.2	67.6	46	28.1	24.8
Lemon.....	2.5	1.9	48	40	1.1	1.2	14.7	15.1	5½	12.3	11.9
Prune.....	8.9	8.7	724	679	1.8	1.9	39.6	37.0	32	32.8	32.3
Tomato.....	19.2	18.5	2,045	1,671	1.6	1.5	59.8	52.5	46	27.1	28.1
Total 4/.....	49.0	49.2	7,928	7,404	2.7	2.6	51.9	50.6			

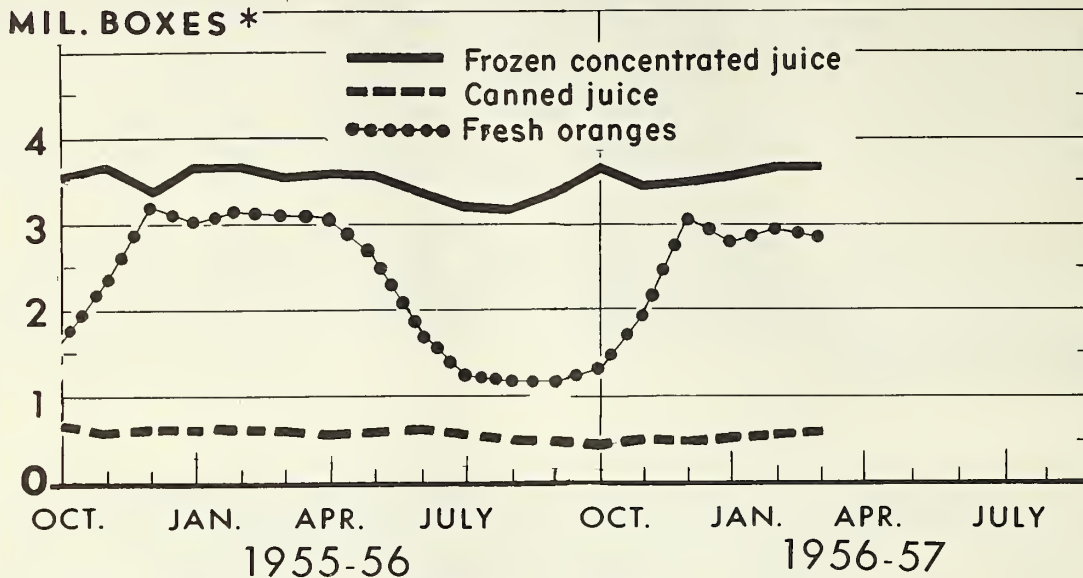
- 1/ Equivalent cases of No. 2 cans--432 ounces per case.  
2/ Data not obtained for this period.  
3/ Net weight 1 lb. (No. 303 can).  
4/ Includes other canned single-strength juices.

Table 3.--Fresh citrus fruit: U. S. total consumer purchases and average price, March 1957 and 1956 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per dozen	
	1957	1956	1957	1956	Purchases		Quantity per purchase		1957	1956
					1957	1956	1957	1956		
	Percent	Percent	1,000 boxes	1,000 boxes	Number	Number	Units	Units	Cents	Cents
Oranges										
California-Arizona.....	21.4	25.0	1,126	1,384	1.8	1.8	11.5	11.5	52.0	49.8
Florida.....	16.7	18.6	1,168	1,261	2.1	2.0	13.6	13.3	39.8	39.6
Unidentified.....	9.9	10.3	434	427	1.5	1.4	11.8	11.1	42.7	43.4
Total 1/.....	42.0	46.4	2,870	3,126	2.2	2.2	12.5	12.1	44.8	44.9
Grapefruit										
California-Arizona.....	3.3	2.9	237	186	1.5	1.6	7.0	5.8	63.9	74.9
Florida.....	19.4	21.8	1,397	1,631	2.0	2.0	5.7	5.7	84.4	78.2
Unidentified.....	8.7	10.6	437	552	1.5	1.4	5.2	5.7	83.1	72.2
Total 1/.....	30.9	32.9	2,389	2,543	2.0	2.0	6.0	5.8	78.7	76.0
Lemons.....	17.8	19.8	239	261	1.5	1.5	6.3	6.0	46.2	44.6
Tangerines.....	2.1	2.8	75	142	1.3	1.6	10.0	10.8	41.8	34.9

- 1/ Includes small purchases of Texas fruit.

# PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



\*FRESH FRUIT EQUIVALENT

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3776-57 (5) AGRICULTURAL MARKETING SERVICE

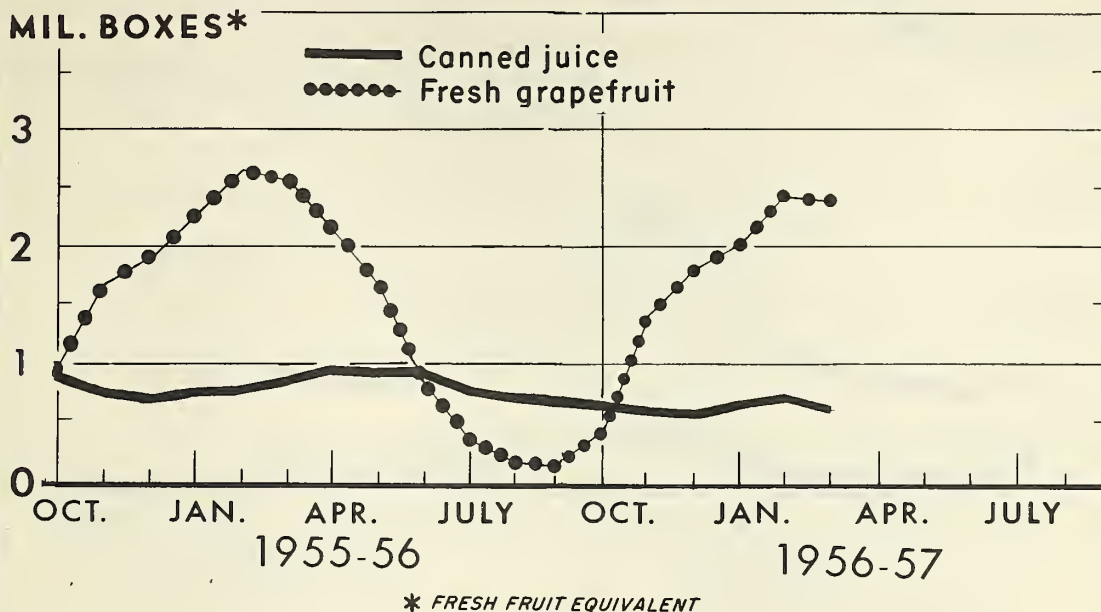
Figure 1

Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1955 to date

Period	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice		Total	
	1956-57 boxes	1955-56 boxes	1956-57 boxes	1955-56 boxes	1956-57 boxes	1955-56 boxes	1956-57 boxes	1955-56 boxes
October.....	1,301	1,643	3,620	3,597	459	688	5,380	5,928
November.....	1,961	2,350	3,440	3,621	494	594	5,895	6,565
December.....	3,045	3,270	3,496	3,395	480	647	7,021	7,312
October-December 1/.....	7,068	8,020	11,360	11,471	1,558	2,088	19,986	21,579
January.....	2,772	3,008	3,531	3,671	516	648	6,819	7,327
February.....	2,944	3,142	3,689	3,649	566	645	7,199	7,436
March.....	2,870	3,126	3,664	3,569	588	612	7,122	7,307
October-March 1/.....	16,405	18,166	23,157	23,406	3,353	4,155	42,915	45,727
April.....		3,055		3,603		578		7,236
May.....		2,617		3,565		602		6,784
June.....		1,726		3,390		610		5,726
October-June 1/.....		26,041		34,916		6,078		67,035
July.....		1,268		3,201		534		5,003
August.....		1,160		3,147		484		4,791
September.....		1,129		3,310		499		4,938
Season 1/.....		29,875		45,455		7,480		82,810

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



U. S. DEPARTMENT OF AGRICULTURE

NEG. 3777-57 (5) AGRICULTURAL MARKETING SERVICE

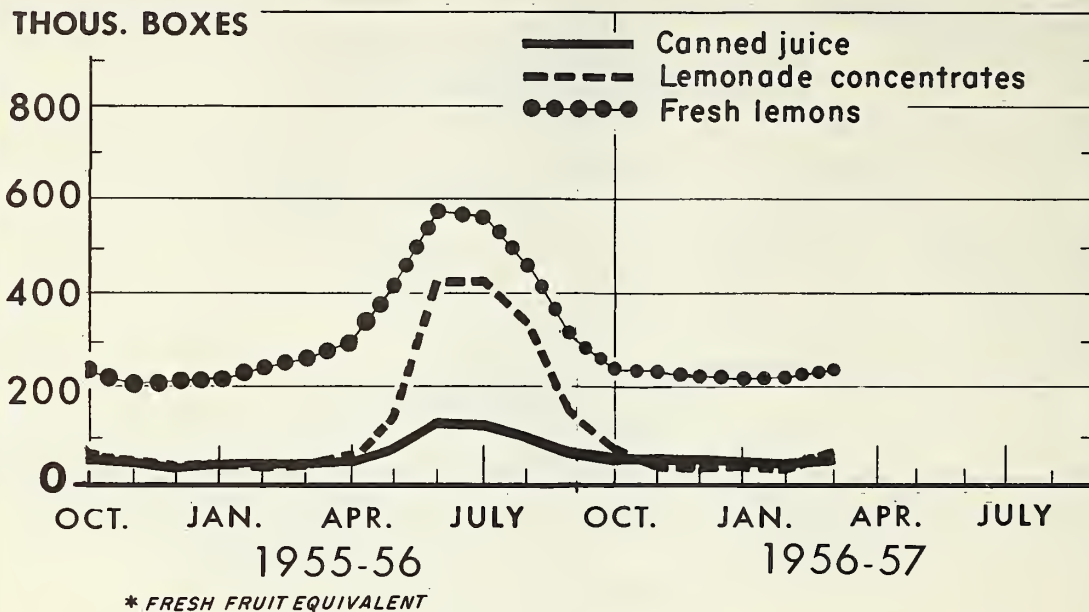
Figure 2

Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1955 to date

Period	Fresh grapefruit		Canned single-strength grapefruit juice		Total	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000	1,000	1,000	1,000	1,000	1,000
	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>
October.....	444	984	674	813	1,118	1,797
November.....	1,359	1,695	620	674	1,979	2,369
December.....	1,839	1,932	592	732	2,431	2,664
October-December 1/.....	4,076	5,165	2,663	2,407	6,739	7,572
January.....	2,020	2,246	673	754	2,693	3,000
February.....	2,407	2,672	716	788	3,123	3,450
March.....	2,389	2,543	608	857	2,997	3,400
October-March 1/.....	11,492	13,370	4,839	5,006	16,331	18,376
April.....		2,165		940		3,105
May.....		1,668		926		2,594
June.....		860		940		1,800
October-June 1/.....		18,411		8,029		26,440
July.....		353		768		1,121
August.....		104		705		809
September.....		161		679		840
Season 1/.....		19,142		10,349		29,491

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# PURCHASES OF LEMON PRODUCTS BY CONSUMERS



\* FRESH FRUIT EQUIVALENT

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3778-57 (5), AGRICULTURAL MARKETING SERVICE

Figure 3

Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1955 to date

Period	Fresh lemons		Lemon juice 1/		Concentrate for lemonade				Total	
					Frozen		Total 2/			
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October.....	248	228	53	39	74	49	75	53	376	320
November.....	232	207	44	35	31	37	32	39	308	281
December.....	223	216	50	36	35	31	36	34	309	286
October-December 3/.....	774	713	162	129	151	125	154	133	1,090	975
January.....	217	218	49	37	37	32	38	37	304	292
February.....	220	242	42	42	34	34	35	36	297	320
March.....	239	261	50	42	59	37	61	40	350	343
October-March 3/.....	1,508	1,492	315	262	291	236	298	255	2,121	2,009
April.....		288		46		58		59		393
May.....		416		71		135		138		625
June.....		573		124		410		425		1,122
October-June 3/.....		2,876		588		894		937		4,341
July.....		563		117		415		426		1,106
August.....		457		96		341		351		904
September.....		309		65		137		141		515
Season 3/.....		4,303		815		1,870		1,940		7,058

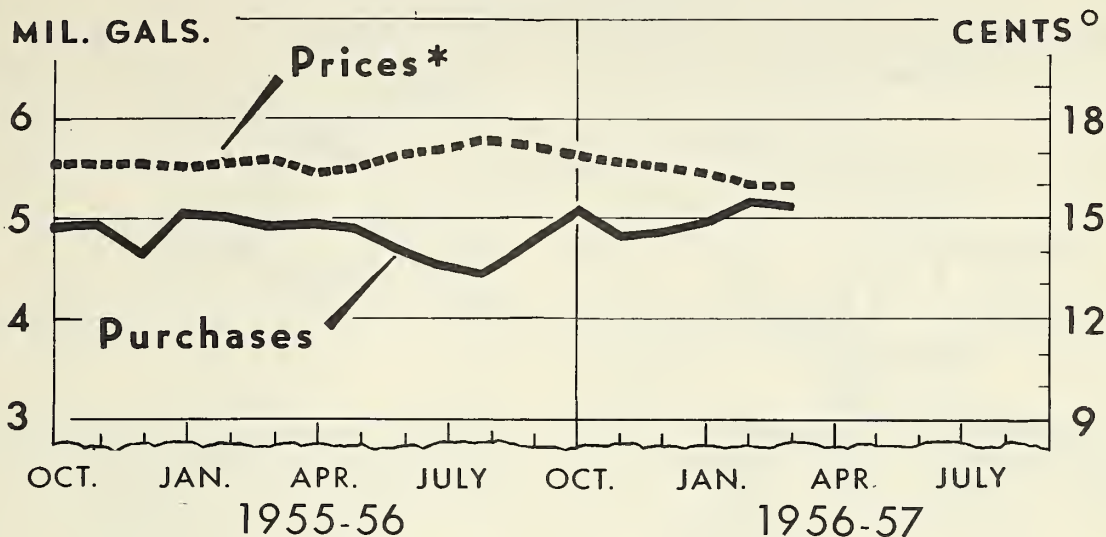
1/ Includes canned single-strength lemon juice and small quantities of frozen single-strength juice.

2/ Includes shelf pack lemonade base.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



\*PRICES PAID BY HOUSEHOLD CONSUMERS

°PER 6-OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3779-57 (5)

AGRICULTURAL MARKETING SERVICE

Figure 4

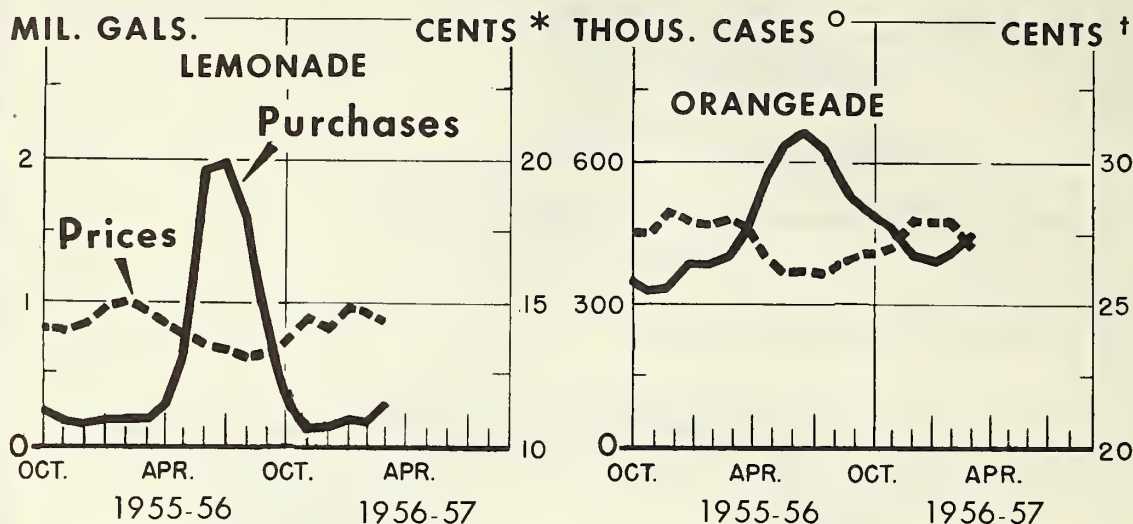
Frozen concentrated orange juice: Consumer purchases and average price paid, October 1955 to date

Period	Purchases		Average price per 6 oz. can	
	1956-57	1955-56	1956-57	1955-56
	1,000 gallons	1,000 gallons	Cents	Cents
October.....	5,070	4,962	17.0	16.6
November.....	4,818	4,995	16.7	16.6
December.....	4,896	4,683	16.6	16.7
October-December 1/.....	15,911	15,822		
January.....	4,945	5,043	16.3	16.6
February.....	5,166	5,012	16.0	16.7
March.....	5,132	4,903	15.9	16.8
October-March 1/.....	32,433	32,216		
April.....		4,970		16.4
May.....		4,917		16.5
June.....		4,676		16.8
October-June 1/.....		48,092		
July.....		4,515		17.0
August.....		4,439		17.3
September.....		4,669		17.2
Season 1/.....		62,957		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# FROZEN LEMONADE AND CANNED ORANGEADE

Consumer Purchases and Prices Paid



\* PER 6-OUNCE CAN

° EQUIVALENT CASES OF 24 #2'S

† PER 46-OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3780-57 (5) AGRICULTURAL MARKETING SERVICE

Figure 5

Frozen lemonade and canned single-strength orangeade: Consumer purchases and average price paid, October 1955 to date

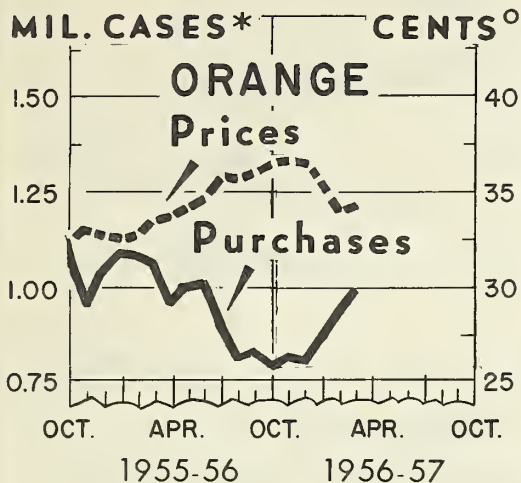
Period	Frozen lemonade				Canned single-strength orangeade			
	Purchases		Average price		Purchases		Average price	
	per 6 oz. can		per 46 oz. can					
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000 gallons	1,000 gallons	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October.....	350	230	13.4	14.0	484	351	26.9	27.5
November.....	148	174	14.3	14.0	466	326	27.2	27.3
December.....	166	147	14.1	14.3	401	330	28.0	28.2
October-December 2/.....	718	593			1,428	1,071		
January.....	176	153	14.9	14.8	393	379	27.9	27.9
February.....	161	163	14.4	14.8	409	379	27.9	27.6
March.....	280	177	13.4	14.7	450	393	27.0	28.0
October-March 2/.....	1,382	1,121			2,781	2,348		
April.....		273		14.2		446		27.6
May.....		640		13.8		563		26.7
June.....		1,942		13.6		634		26.2
October-June 2/.....		4,239				4,106		
July.....		1,966		13.3		660		26.2
August.....		1,614		13.1		627		26.1
September.....		648		13.3		522		26.6
Season 2/.....		8,866				6,087		

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

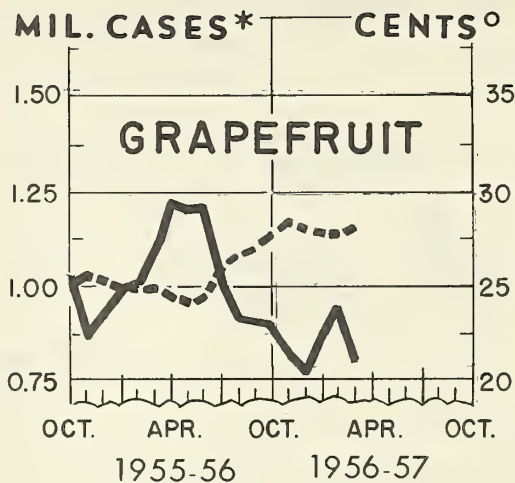
2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# CANNED CITRUS JUICES

## Consumer Purchases and Prices Paid



\* EQUIVALENT CASES OF 24 #2's



° PER 46-OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3781-57 (5) AGRICULTURAL MARKETING SERVICE

Figure 6

Canned citrus juices: Consumer purchases and average price paid, October 1955 to date

Period	Orange				Grapefruit			
	Purchases		Average price per 46 oz. can		Purchases		Average price per 46 oz. can	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October.....	775	1,104	36.4	32.3	884	1,033	27.9	25.3
November.....	834	954	36.6	33.0	813	857	28.6	25.5
December.....	810	1,038	36.4	32.8	776	930	28.1	25.2
October-December 2/.....	2,631	3,351			2,663	3,059		
January.....	871	1,081	35.0	32.7	882	981	27.9	24.9
February.....	956	1,077	34.0	33.1	939	1,025	27.9	24.8
March.....	993	1,021	34.4	33.5	797	1,114	28.1	24.8
October-March 2/.....	5,663	6,801			5,515	6,439		
April.....		960		33.5		1,223		24.5
May.....		1,000		34.2		1,204		24.4
June.....		1,013		34.5		1,221		24.6
October-June 2/.....		9,996				10,370		
July.....		898		35.7		1,007		26.0
August.....		814		35.6		924		26.6
September.....		839		36.2		890		27.3
Season 2/.....		12,751				13,410		

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

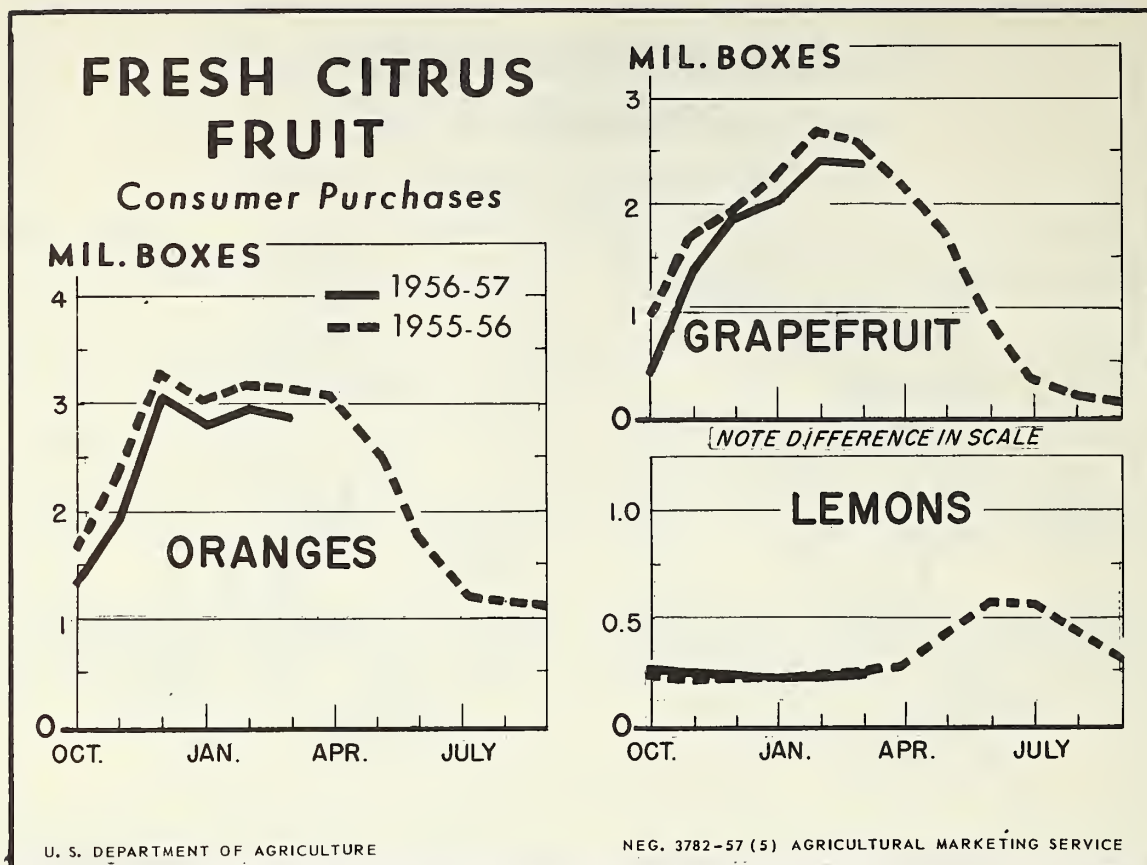


Figure 7

Fresh citrus fruit: Consumer purchases and average price paid, October 1955 to date

Period	Oranges				Grapefruit				Lemons			
	Purchases		Average price per dozen		Purchases		Average price per dozen		Purchases		Average price per dozen	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	boxes	boxes	Cents	Cents	boxes	boxes	Cents	Cents	boxes	boxes	Cents	Cents
October.....	1,301	1,643	45.2	42.1	444	984	118.7	90.7	248	228	46.2	43.9
November.....	1,961	2,350	40.0	37.9	1,359	1,695	90.0	80.1	232	207	47.5	45.5
December.....	3,045	3,270	39.8	39.4	1,839	1,932	82.6	77.8	223	216	47.4	46.8
October-December 1/.....	7,068	8,020			4,076	5,165			774	713		
January.....	2,772	3,008	41.8	41.4	2,020	2,246	80.3	77.9	217	218	50.1	48.1
February.....	2,944	3,142	42.4	43.7	2,407	2,672	76.1	73.4	220	242	49.1	46.3
March.....	2,870	3,126	44.8	44.9	2,389	2,543	78.7	76.0	239	261	46.2	44.6
October-March 1/.....	16,405	18,166			11,492	13,370			1,508	1,492		
April.....		3,055		45.8		2,165		81.1		288		42.5
May.....		2,617		51.5		1,668		91.3		416		40.2
June.....		1,726		53.0		860		100.5		573		44.0
October-June 1/.....		26,041				18,411				2,876		
July.....		1,268		45.8		353		105.6		563		44.6
August.....		1,160		43.0		184		108.8		457		43.9
September.....		1,129		44.7		161		120.5		309		45.8
Season 1/.....		29,875				19,142				4,303		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

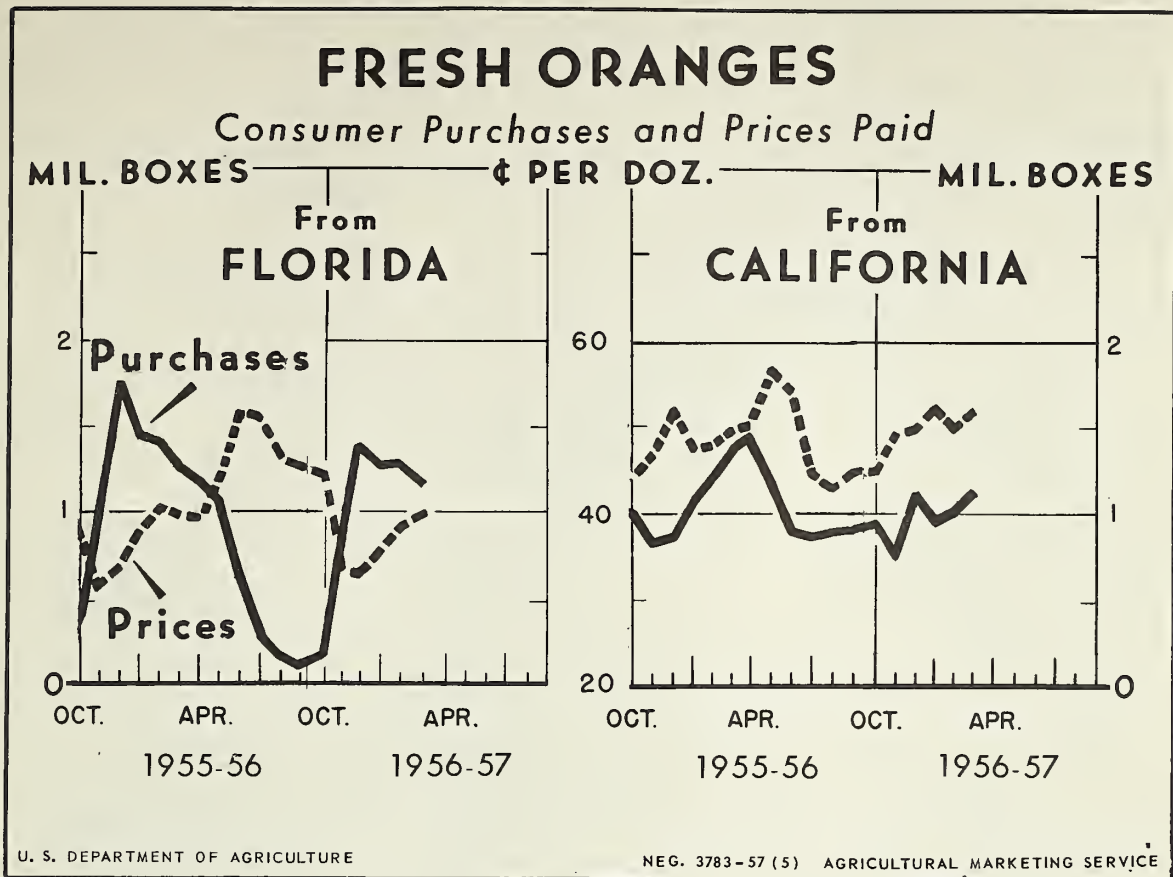


Figure 8

Florida and California-Arizona fresh oranges: Consumer purchases and average price paid, October 1955 to date

Period	Florida				California-Arizona			
	Purchases		Average price per dozen		Purchases		Average price per dozen	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October.....	166	390	44.9	36.8	938	1,009	45.6	44.6
November.....	855	1,081	33.4	32.0	746	842	48.6	47.0
December.....	1,368	1,765	32.8	33.8	1,098	871	49.8	52.2
October-December 1/.....	2,750	3,618			3,024	2,953		
January.....	1,269	1,427	35.8	37.5	978	1,063	52.4	47.4
February.....	1,294	1,399	38.2	40.2	1,024	1,191	50.6	48.0
March.....	1,168	1,261	39.8	39.6	1,126	1,384	52.0	49.8
October-March 1/.....	6,769	8,070			6,455	6,944		
April.....		1,186		39.7		1,458		50.3
May.....		1,065		44.5		1,190		56.9
June.....		596		51.5		892		54.1
October-June 1/.....		11,137				10,679		
July.....		248		50.8		859		44.8
August.....		144		46.8		870		42.8
September.....		86		45.1		886		44.7
Season 1/.....		11,639				13,515		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

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